



2024 ANA IN-HOUSE EXCELLENCE AWARDS WINNERS

BEST IN SHOW

Bayer Consumer Health - Claritin Diversitree
Bayer Consumer Health
Agency: Energy BBDO

IN-HOUSE AGENCY OF THE YEAR

The Kitchen North America
Finalists: D3, Frito-Lay In-House Agency and
Volt, A Molson Coors Studio

IN-HOUSE LEADER OF THE YEAR

Maeve Dohogne, Edward Jones Brand + Agency

Award Level Campaign Name

Client

Agency

BEST COLLABORATIVE EFFORT

CATEGORY GRAND PRIZE WINNER	R8 – “The Last Lap”	Audi of America	Tilt Creative + Production
CATEGORY WINNER	Grilled Cheese + Tomato Souplings	The Kitchen North America	
CATEGORY WINNER	Molson Coors: The High Stakes Beer Ad	Volt, A Molson Coors Studio	Droga5

BIG IDEA

CATEGORY GRAND PRIZE WINNER	Unretirement	D3, Frito-Lay In-House Agency	
CATEGORY WINNER	Parquet Pivot: G.O.A.T. Dawn Staley Helps Aflac Close Gaps in Women’s Sports	Aflac	
CATEGORY WINNER	Resolutions	Northwell Health	StrawberryFrog



BRANDED CONTENT (LARGE BUDGET)

CATEGORY GRAND PRIZE WINNER	The Met Replica	Verizon Creative Marketing	Unit9
CATEGORY WINNER	Mucus Mania	Reckitt	
CATEGORY WINNER	Pie Lovers Unite	The Pulse, Schwan's Company	Fast Horse

BRANDED CONTENT (SMALL BUDGET)

CATEGORY GRAND PRIZE WINNER	#FindTheKetchupBoatGuy	The Kitchen North America	
CATEGORY WINNER	MiO Energy: Crash Coverage	The Kitchen North America	
CATEGORY WINNER	Run on Heinz	The Kitchen North America	

BUSINESS-TO-BUSINESS MARKETING

CATEGORY GRAND PRIZE WINNER	Talent Insights Report/ The Renaissance of Teamwork	Aquent	
CATEGORY WINNER	Molson Coors Distributor Convention 2023 ("MCDC")	Volt, A Molson Coors Studio	
CATEGORY WINNER	The Ripple Effect: Stories of Lasting Purpose and Impact	Deloitte LLP	

EXPERIENTIAL (IN-PERSON AND VIRTUAL)

CATEGORY GRAND PRIZE WINNER	The Met Replica	Verizon Creative Marketing	Unit9
CATEGORY WINNER	Kitchen Couture by KitchenAid	WoW Studios	
CATEGORY WINNER	Protecting Where Your Food Comes From	Organic Valley	

INTEGRATED CAMPAIGN (LARGE BUDGET)

CATEGORY GRAND PRIZE WINNER	Pie Lovers Unite	The Pulse, Schwan's Company	Fast Horse
CATEGORY WINNER	Barbie the Movie Marketing Campaign	Barbie and Dolls Marketing Communications	
CATEGORY WINNER	"How's It Going?" PSA Campaign	Tonic by Highmark Health	

INTEGRATED CAMPAIGN (SMALL BUDGET)

CATEGORY GRAND PRIZE WINNER	Thanks, Dick	Rise Dispensary	OLIVER Agency
CATEGORY WINNER	7-Eleven X Pac-Man	7-Eleven	
CATEGORY WINNER	Crispy Mode	The Pulse, Schwan's Company	Fast Horse

INTERNAL COMMUNICATIONS

CATEGORY GRAND PRIZE WINNER	LOL Office: Cybersecurity Videos	Land O'Lakes, Inc.	
CATEGORY WINNER	Caterpillar Careers Storytelling Campaign	IRONWORKS – Caterpillar	Andrew Yoder Creative
CATEGORY WINNER	Helping With Heart	Heart Haus at CVS Health	

OUT OF HOME

CATEGORY GRAND PRIZE WINNER	Protecting Where Your Food Comes From	Organic Valley	
CATEGORY WINNER	New York Advertising Week	Canva Creative Team	
CATEGORY WINNER	Search Moist	The Kitchen North America	

REBRAND/NEW PRODUCT LAUNCH

CATEGORY GRAND PRIZE WINNER	A New Day for Trading at Schwab	C2 (Creative Center)	
CATEGORY WINNER	BNY Mellon Rebrand	BNY Mellon	VSA Partners
CATEGORY WINNER	Introducing Pepsi's New Logo and Visual Identity to a Global Audience	PepsiCo's In-House Content Studio	

SIGNIFICANT RESULTS

CATEGORY GRAND PRIZE WINNER	PopCorners: Break Into Something Good	D3, Frito-Lay In-House Agency	
CATEGORY WINNER	Pie Lovers Unite	The Pulse, Schwan's Company	Fast Horse
CATEGORY WINNER	The Met Replica	Verizon Creative Marketing	Unit9

SOCIAL MEDIA

CATEGORY GRAND PRIZE WINNER	#FindTheKetchupBoatGuy	The Kitchen North America	
CATEGORY WINNER	15 Minutes of Flavor	The Kitchen North America	
CATEGORY WINNER	MiO Energy: Crash Coverage	The Kitchen North America	

SOCIALLY RESPONSIBLE

CATEGORY GRAND PRIZE WINNER	Bayer Consumer Health – Claritin Diversitree	Bayer Consumer Health	Energy BBDO
CATEGORY WINNER	#WomenKnowHow	CARE USA	
CATEGORY WINNER	"How's It Going?" PSA Campaign	Tonic by Highmark Health	

Award Level	Campaign Name	Client	Agency
IN-HOUSE GEM AWARD			
CATEGORY GRAND PRIZE WINNER	#WomenKnowHow	CARE USA	
CATEGORY WINNER	Army-Navy Game Campaign	USAA	
CATEGORY WINNER	Frito-Lay: Taste of Greatness	D3, Frito-Lay In-House Agency	
CATEGORY WINNER	Parquet Pivot: G.O.A.T. Dawn Staley Helps Aflac Close Gaps in Women's Sports	Aflac	

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